Member Benefits

Indiana Tourism Association History
In 2014, AICVB changed its name to the Indiana Tourism Association. This shift was not only in response to the changes within the tourism industry over the last decade, but it also allows the association the opportunity to better represent the industry as a whole. The name clearly identifies the growing membership sectors to include not only destination marketing organizations (DMOs), but also attractions, restaurants, hotels and other entities interested in the development of the state's growing tourism business.

What can ITA offer me?
ITA is committed to supporting the tourism industry through a professional environment that champions tourism development and welcomes new partnerships. We do this through a variety of offerings to our members:

- Five in-person professional development programs a year – These programs feature best practices of the tourism industry that are beneficial to all involved in this business and can provide a wealth of information to help advance individual knowledge as well as organizational impact. Indiana Tourism Conference, Executive Summit, Marketing Summit, Attractions Summit and Advocacy Summit.
- Multiple zoom roundtables and webinars offered throughout the year for members to engage with colleagues around the state.
- Indiana Tourism Academy – An opportunity for the association to provide education, resources and networks needed to develop travel professionals for the state of Indiana.
- Networking – With members spread out over the entire state of various backgrounds, experience and budget sizes, this is the only association within the state that brings all tourism sectors together for the purpose of educating, encouraging and learning from one another on a regular basis. Bring a work challenge to this group and you will find another entity or organization that can identify and assist you with finding a solution.
- Member website – Equipped with a database of members across the state, our members instantly have the contact information to reach out, ask questions and get feedback individually or through the member discussion board (a valuable tool). The website also offers sample documents, procedures and past professional development resources for your organization's use.
- Legislative Efforts – With an advocacy committee that meets monthly, the association is acutely aware of laws or bills that effect tourism on any level. Not only can the association offer support of understanding the legal language, but also serve as a lobbying support at the state house.
- Ability to serve on ITA's board of directors – Be a part of the planning and discussions of ITA moving forward.

We welcome you to be a part of an influential tourism industry association in Indiana.

ITA Membership is offered to any destination management organization in the state of Indiana.

Member Annual Benefits Include:

- Invitation to all ITA networking and educational opportunities (including the Indiana Tourism Academy)
- Invitation to participate as a voting member at all ITA membership meetings
- Opportunity to serve on the various committees: advocacy, communications, membership, professional development, attraction and research
- Opportunity to collaborate on legislative issues that affect the industry as a whole.
- Listing on www.indianatourismassociation.com – ITA's public website
- Listing in our membership directory on ITA's members-only section of the website

INDIANA TOURISM ASSOCIATION

MEMBERSHIP APPLICATION

BUREAU NAME:_____

PRIMARY CONTACT:_____ POSITION:_____

SECONDARY CONTACT:_____ POSITION:_____

ADDRESS:_____

CITY:_____ STATE:_____ ZIP:_____

COUNTY:_____ FAX #: _____

BUSINESS PHONE: _____ TOLL FREE: _____

WEBSITE: _____

PRIMARY CONTACT EMAIL ADDRESS: _____

BUREAU MISSION STATEMENT:

_____

_____

DATE OF ORGANIZATION INCEPTION:_____

ARE YOU THE RECOGNIZED ENTITY TO PROMOTE YOUR COUNTY/CITY? _____YES _____NO

Please include a copy of your county ordinance and/or county resolution.

ANNUAL BUDGET:_____

AMOUNT SPENT ON DESTINATION MARKETING:_____

PERCENT OF INNKEEPER'S TAX COLLECTED:_____

PERCENT OF INNKEEPER'S TAX RECEIVED BY YOUR BUREAU:_____

INDIANA TOURISM ASSOCIATION

If innkeeper's tax is divided, please show a breakdown below:

_____

_____

COMMUNITY/COUNTY/CITY POPULATION:_____ # OF HOTEL/MOTEL ROOMS:_____

LIST ALL TOURISM-RELATED ORGANIZATIONS TO WHICH YOUR BUREAU BELONGS:

_____

_____

_____

NUMBER OF PAID FULL-TIME STAFF: _____

LIST ALL PAID FULL-TIME STAFF POSITIONS:

_____

_____

_____

NUMBER OF PAID PART-TIME STAFF: _____

LIST PAID PART-TIME STAFF POSITIONS:

_____

_____

_____

LIST ALL OTHER STAFF POSITIONS (INCLUDE VOLUNTEER POSITIONS):

_____

_____

INDIANA TOURISM ASSOCIATION

WHAT DOES YOUR BUREAU WISH TO GAIN THROUGH MEMBERSHIP IN ITA?

_____

_____

_____

_____

RETURN THIS COMPLETED FORM WITH:

1. DUES (see attached page for cost)
2. COUNTY ORDINANCE AND/OR COUNTY RESOLUTION
3. LETTERS OF RECOMMENDATION FROM TWO CURRENT ITA MEMBERS

PLEASE MAIL OR SCAN AND EMAIL TO:

Carrie Lambert (carrie@indianatourismassociation.com)
Indiana Tourism Association
PO Box 55456
Indianapolis, IN 46205

2026 Membership Dues

Indiana Tourism Association annual dues are based on the organization's annual budget. Please use the table below to determine the correct dues amount:

Bureau Annual Budget	Dues
< $100,000	$725
$100,000 - $249,000	$860
$250,000 - $499,999	$1,155
$500,000 – $749,000	$1,865
$750,000 - $999,999	$2,575
$1,000,000-$1,499,999	$3,350
$1,500,000-$1,999,999	$3,865
$2 million - $4,999,999	$4,635
> $5 million	$5,150

Our annual budget is $_____